

Message Text

PAGE 01 STOCKH 03693 310801Z

42

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 014484

R 310505Z JUL 75
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC
INFO SECSTATE WASHDC 5243

UNCLAS STOCKHOLM 3693

FOR BIC/OIM/SAD:GOOTENBERG/JOHNSON/CLEVELAND

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: IN-STORE PROMOTION: TABY CENTRUM

REF: 1. STOCKHOLM 468, JAN 29, 1975; 2. STOCKHOLM DS-4 SAME DATE

1. IN MEETING JULY 29 WITH BRANTAS OF TABY CENTRUM WE WERE AGAIN QUERIED REGARDING SUBJECT PROGRAM FOR FY'76. WE NOTED THAT, IN ABSENCE OF ANY REPLIES FROM DEPARTMENT, WE ASSUMED POSSIBILITIES FOR FY '76 NOW FORECLOSED. BRANTAS HAS NOW EXPRESSED INTEREST IN POSSIBILITIES FOR FY '77 AND IN PARTICULAR SINCE THIS MIGHT TIE INTO US BICENTENNIAL.

2. AS YOU KNOW, THIS PROPOSAL FOLLOWS UP MEETINGS BETWEEN JOHNSON AND BRANTAS SEPTEMBER 1974.

3. BRANTAS PREPARED TO SUBMIT NEW PROPOSAL ALONG LINES ENCLOSURE A-7522; HOWEVER, BEFORE DOING SO WOULD APPRECIATE ANSWERS TO QUESTIONS POSED HIS LETTER JANUARY 21, 1975 TRANSMITTED UNDER REFERENCE TWO AND INDICATIONS REGARDING POSSIBILITIES FOR IN-STORE PROMOTION IN FY '77.

4. FYI - WE IN PROCESS SUBMITTING REPORT ON NEW PROJECTS THIS AREA WITHIN MEANING 10 FAM 947 WHICH SHOULD MEAN EXPANSION AND SUBSTANTIAL NEW BUSINESS THIS AREA 1977. OUR PREVIOUS EXPERIENCE WITH IN-STORE PROGRAM THIS MARKET UNCLASSIFIED

PAGE 02 STOCKH 03693 310801Z

WITH OTHER COOPERATOR IN FY '75 SUGGESTS PROGRAM IN SWEDEN IN FY '77 SHOULD SUCCEED AND SHOULD THEREFORE BE CONSIDERED IF AT ALL POSSIBLE. YOUR OBSERVATIONS AND COMMENTS REQUESTED.

STRAUSZ-HUPE

UNCLASSIFIED

<< END OF DOCUMENT >>

Message Attributes

Automatic Decaptioning: X
Capture Date: 26 AUG 1999
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 31 JUL 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STOCKH03693
Document Source: ADS
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: n/a
Film Number: D750264-0347
From: STOCKHOLM
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t197507103/baaaadje.tel
Line Count: 58
Locator: TEXT ON-LINE, TEXT ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: hartledg
Review Comment: n/a
Review Content Flags:
Review Date: 15 JUL 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <15 JUL 2003 by ThomasVJ>; APPROVED <15 JAN 2004 by hartledg>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: <DBA CORRECTED> mcm 971017
Subject: n/a
TAGS: BEXP, SW
To: USDOC INFO STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006